



WPTV

# ORDER

Print Date 10/12/12

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Flight Dates **10/30/12-11/06/12**

Contract / Revision      **314546 /**

Original Date / Revision  
10/11/12    10/12/12

Advertiser **Florida Democratic Party - S**

Agency    **Dudley Media**

Buying Contact

**919 Catherine Street  
Philadelphia, PA 19147**

Product

**FL Democratic Party: Sachs/Bruno**

Agency Com    15%

Billing Contact

**919 Catherine Street  
Philadelphia, PA 19147**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **6**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	4	\$1,615.00	\$1,900.00	0.00
November 2012	103	\$80,728.75	\$94,975.00	0.00
<b>Totals</b>	<b>107</b>	<b>\$82,343.75</b>	<b>\$96,875.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	4	\$1,615.00	\$1,900.00
10/29/12	11/06/12	103	\$80,728.75	\$94,975.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTV	10/30/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$350.00	P-1	0.00 NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/30/12	11/05/12	11111--					5	\$350.00		0.00		
		Week: 11/06/12	11/12/12	-1-----					1	\$350.00		0.00		
E 2	WPTV	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$900.00	P-1	0.00 NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/30/12	11/05/12	11111--					5	\$900.00		0.00		



**WPTV**

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Contract / Revision    **314546**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/11/12/    10/12/12

Order Sep    00:20:00

Advertiser    **Florida Democratic Party -**    Product **FL Democratic Party: Sachs**    Estimate #    **6**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WPTV	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$900.00	P-1	0.00 NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/06/12	11/12/12	-1-----					1	\$900.00		0.00		
E 3	WPTV	10/30/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	22222--	:30	10	\$1,500.00	FX	0.00 NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	22222--					10	\$1,500.00		0.00		
Week:		11/06/12	11/12/12	-2-----					2	\$1,500.00		0.00		
E 4	WPTV	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$650.00	FX	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11-----					2	\$650.00		0.00		
Week:		11/06/12	11/12/12	-1-----					1	\$650.00		0.00		
E 5	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$950.00	P-1	0.00 NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$950.00		0.00		
E 6	WPTV	10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$600.00		0.00		
E 7	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$1,800.00		0.00		
E 8	WPTV	10/30/12	11/05/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S					1	\$850.00		0.00		
E 9	WPTV	10/30/12	11/05/12	NBC Monday Prime THE VOICE	CM	8-11p (8:00 PM-10:00 PM)	1-----	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	1-----					1	\$3,000.00		0.00		
E 10	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,025.00	P-1	0.00 NM	5	\$5,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	11111--					5	\$1,025.00		0.00		
E 11	WPTV	10/30/12	11/05/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-1	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$600.00		0.00		
E 12	WPTV	10/30/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	1--1---	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	1--1---					2	\$950.00		0.00		
E 13	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$725.00		0.00		
E 14	WPTV	10/30/12	11/05/12		CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00 NM	1	\$425.00



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Contract / Revision    **314546**    Flight Dates **10/30/12-11/06/12**

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Order Sep    00:20:00

Advertiser    **Florida Democratic Party -**    Product **FL Democratic Party: Sachs**    Estimate #    **6**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sa 10-1030a											
				Sa 10-1030a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$425.00		0.00			
E 15	WPTV	10/30/12	11/05/12	M-F 4p-5p	CM	4-5p	22222--	:30	10	\$600.00	P-1	0.00	NM	10	\$6,000.00
				M-F 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	22222--					10	\$600.00		0.00			
E 16	WPTV	10/30/12	11/05/12	Su 1130p-1205a after NEM		1130p-1205a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
				1130p-12x After NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$750.00		0.00			
E 17	WPTV	10/30/12	11/05/12	Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				Su 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$425.00		0.00			
E 18	WPTV	10/23/12	10/29/12	M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00
				M-F 1135p-1235a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$475.00		0.00			
E 19	WPTV	10/30/12	11/05/12	Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
				Su 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$1,075.00		0.00			
E 21	WPTV	10/30/12	11/05/12	Wednesday Prime B	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
				I&O:svu											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	--W----					1	\$2,500.00		0.00			
E 22	WPTV	10/30/12	11/05/12	Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
				Su 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$2,500.00		0.00			
E 23	WPTV	10/30/12	11/05/12	M-F 12p NEWS	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--					5	\$500.00		0.00			
E 24	WPTV	10/30/12	11/05/12	M-F 3p-4p	CM	3-4p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00
				3-4pm Jeff Probst											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--					5	\$425.00		0.00			
E 25	WPTV	10/30/12	11/05/12	M-F 5-530p	CM	5-530p	11111--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	11111--					5	\$950.00		0.00			
E 26	WPTV	10/30/12	11/05/12	M-F 730-8p	CM	730-8p	1-1----	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
				M-F 730-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1-1----					2	\$950.00		0.00			
E 27	WPTV	10/30/12	11/05/12	Wednesday Prime C	CM	10-11p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
				chicago fire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WPTV**

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Contract / Revision    **314546**    Flight Dates **10/30/12-11/06/12**

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Order Sep    00:20:00

Advertiser    **Florida Democratic Party -**    Product **FL Democratic Party: Sachs**    Estimate #    **6**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	WPTV	10/30/12	11/05/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--W----		1				\$2,500.00		0.00			
E 28	WPTV	10/30/12	11/05/12	Thursday Prime C rock center	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	---T---		1				\$1,500.00		0.00			
E 30	WPTV	10/30/12	11/05/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$2,750.00	P-1	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S		1				\$2,750.00		0.00			
E 31	WPTV	10/30/12	11/05/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-		1				\$1,025.00		0.00			
E 32	WPTV	10/30/12	11/05/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-		1				\$325.00		0.00			
E 33	WPTV	10/30/12	11/05/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S		1				\$325.00		0.00			
E 34	WPTV	10/30/12	11/05/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S		1				\$350.00		0.00			
E 38	WPTV	10/30/12	11/05/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----F--		1				\$1,500.00		0.00			
E 39	WPTV	10/30/12	11/05/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11111--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--		5				\$350.00		0.00			
E 40	WPTV	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$575.00	FX	0.00	NM	6	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--		5				\$575.00		0.00			
Week:		11/06/12	11/12/12	-1-----		1				\$575.00		0.00			
E 41	WPTV	10/30/12	11/04/12	M-F 135-205a M-F 135-205a	CM	135-205a	-TWTF--	:30	1	\$75.00	P-1	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--		1				\$75.00		0.00			
Totals														107	\$96,875.00